CSS: Separating Design and Content

What We'll Do

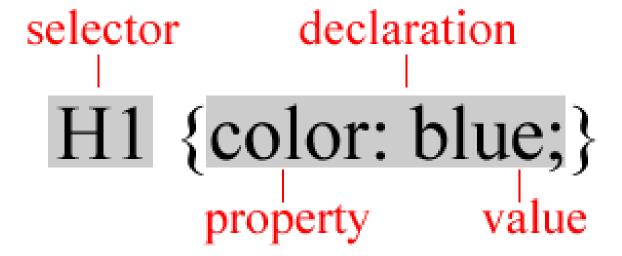
- O What is CSS?
- View some code and talk basics
- Why use CSS?
 - Advantages to Workflow
 - Cost Savings
- Implementations
- Resources

Introduction: Cascading Style Sheets

- Created by Hakon Wium Lie of MIT in 1994
- Has become the W3C standard for controlling visual presentation of web pages
- Separates design elements from structural logic
- You get control and maintain the integrity of your data

Let's See Some Code

- Sample Style sheet
- Rule Structure



Selectors

 Element Selectors – (refer to HTML tags)
 H1 {color: purple;}
 H1, H2, P {color: purple;}

Contextual – (refer to HTML, but in context)

LI B {color: purple;}

Selectors

Class Selectors

```
<H1 CLASS="warning">Danger!</H1>
<P CLASS="warning">Be careful...</P>
......
In your HTML code -
```

H1.warning {color: red;}

OR to an entire class...

.warning {color:red;}

Applying CSS to HTML

Style rules can be applied in 3 ways:

External style sheets:

```
<HEAD>
<LINK REL=stylesheet" TYPE="text/css"
HREF="styles/mystyles.css">
</HEAD>
```

This is true "separation" of style and content. Keeping all your styles in an external document is simpler

Why CSS?

- Advantages to Workflow
- Cost Savings
- You WILL Be Cooler

Advantages of CSS

- Workflow
 - Faster downloads
 - Streamlined site maintenance
 - Global control of design attributes
 - Precise control (Advanced)
 - Positioning
 - Fluid layouts

Advantages of CSS - Cost Savings

- Cost Savings
 - Reduced Bandwidth Costs
 - One style sheet called and cached
 - Higher Search Engine Rankings
 - Cleaner code is easier for search engines to index
 - Greater density of indexable content

Advantages of CSS - Cost Savings

Faster download = better usability

- Web usability redesign can increase the sales/conversion rate by 100% (source: <u>Jakob</u> <u>Nielson</u>)
- CSS requires less code
- Tables require spacer images
- Entire table has to render before content
- CSS can control the order that elements download (content before images)